

CLAIMS

WHAT IS CLAIMED IS:

1. A method of banking or storing video frames and their associated links, the
2 method comprising the steps of:
 - 3 a) associating multiple links with a video frame in a series of video
4 frames, each of the links having information associated therewith;
 - 5 b) selecting and banking the video frame from among the series of video
6 frames; and
 - 7 c) selecting and displaying the frame in connection with representations
8 of the links.
- 9 2. The method of claim 1, further comprising a step of selecting one of the
10 links and displaying the information associated therewith.
- 11 3. The method of claim 2, wherein in the step of selecting and displaying one
12 of the links, the information associated therewith is displayed.
- 13 4. The method of claim 1, further comprising a step of displaying the
14 information in the form of an advertisement.
- 15 5. The method of claim 4, further comprising a step of selecting the
16 advertisement, and subsequently receiving credit for such selection in a
17 viewer's account with a merchant.
- 18 6. The method of claim 4, further comprising a step of selecting the
19 advertisement, and subsequently receiving credit for such selection in a
20 viewer's account with a merchant in the form of an electronic coupon.

- 22 7. The method of claim 1, further comprising a step of displaying the
information in the form of a first item of information, wherein selecting the
first item of information provides a first level of detail of information and a
24 display to select a second item of information providing a second level of
detail of information greater than the first level.
- 26 8. The method of claim 7, further comprising a step of providing a display for
a third item of information providing a third level of detail of information
28 greater than the second level.
- 30 9. The method of claim 1, further comprising a step of displaying the
information in the form of an opportunity to purchase at least one of goods
and services
- 32 10. The method of claim 1, further comprising a step of storing a record of data
relating to the viewer's selections of frames and of the viewer's selections
34 from the stored frames, and transmitting the data to a source remote from
the viewer.
- 36 11. The method of claim 1, further comprising a step of selecting one of the
links and displaying the information associated therewith, and a step of
38 transmitting data in response to the selection to at least one of a PDA, email
address, cellular telephone and a pocket PC.
- 40 12. The method of claim 1, further comprising a step of selecting one of the
links and displaying the information associated therewith, and a step of
42 transmitting data in response to the selection to a remote location.

13. The method of claim 1, further comprising a step of displaying a thumbnail
44 image of multiple selected and stored frames in conjunction with displaying
a selected one of the thumbnail images as a larger image than the thumbnail
46 images at the same time, and also displaying at least one advertisement at
the same time.

48 14. An apparatus for banking video frames associated with links, comprising:
a monitor for displaying video images from a series of video frames;
50 a memory for storing the video images, and containing multiple links
associated with a video frame in a series of video frames, each of the
52 links having information associated therewith;
a processor responsive to selection of a desired one or more of the
54 video frames from among the series of video frames, and responsive to
selecting a stored series of video frames and displaying at least one
56 selected frame in connection with linking data for linking at least one of
the selected frame and objects in the selected frame with additional data.

58 15. The apparatus of claim 14, wherein the monitor is for displaying television
video, and for displaying the links in conjunction with the associated frame.

60 16. The apparatus of claim 15, wherein the controller is adapted for displaying
the information associated with the links on the monitor at the same as the
62 links.

17. The apparatus of claim 16, wherein the monitor is adapted for displaying the
64 information in the form of at least one advertisement.

- 66 18. The apparatus of claim 17, wherein in response to selection of the
advertisement, the apparatus sends a signal selecting a credit for such
selection in a viewer's account with a merchant.
- 68 19. The apparatus of claim 17, wherein in response to selecting the
advertisement, and subsequently receiving credit for such selection in a
70 viewer's account with a merchant in the form of an electronic coupon.
- 72 20. The apparatus of claim 17, further comprising links comprising at least one
of a lead in to a funnel, telescope, an opt in for a coupon, a purchase of a
displayed item.
- 74 21. The apparatus of claim 14, further comprising means for storing a record of
data relating to the user's selections of frames and the user's selections from
76 the stored frames, and for transmitting the data to a source remote from the
viewer.
- 78 22. The apparatus of claim 14, further comprising means transmitting data in
response to the selection to at least one of a PDA, email address, cellular
80 telephone and a pocket PC.
- 82 23. The apparatus of claim 14, further comprising means for transmitting data in
response to the selection to a remote location.
- 84 24. The apparatus of claim 1, further comprising a display which displays a
thumbnail image of multiple selected and stored frames in conjunction with
displaying a selected one of the thumbnail images as a larger image than the
86 thumbnail images at the same time, and also displaying at least one
advertisement at the same time.